

February 3, 2006

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, SW, CY-B402
Washington, DC 20554

Re: MB Docket No. 05-311

The Implementation of Section 621(a)(1) of The Cable Communications
Policy Act Of 1984 as Amended by the Cable Television Consumer
Protection and Competition Act of 1992

Dear Ms. Dortch:

My name is Vivian Shimoyama, and as a small business owner I am writing to urge the FCC to reform current franchise regulations. Small business owners and the customers we serve can benefit from the lower prices, improved customer service, and technology innovations that increased cable competition will produce.

Increased availability of high speed broadband Internet and its potential applications are eagerly awaited by the small business community. Advanced technology applications such as 2-way interactive, on-demand video/audio capabilities are seen as important new tools that could help reduce costs, expand markets, improve customer service and increase profits. Many small businesses cannot utilize these applications because of high cost and lack of accessibility. Competition in the cable market could help bring these tools to America's entrepreneurs faster.

We have seen the enormous advantages that regulatory change brought to the telephone industry -- increased competition, lower prices, more options, innovation and better quality. I strongly believe that regulatory reform in the cable industry will produce similar results.

Franchise reform is critical to ensure that small business -- our nation's economic engine -- enjoys the advantages of advanced communications technologies. Therefore, I respectfully urge you to quickly streamline our nation's franchising laws and help bring lower cost broadband access to small business owners, like myself, and the customers we serve.

Sincerely,

Vivian Shimoyama